MULTICULTURAL MARKETING RESOURCES, INC.

Welcome to Multicultural Marketing Resources, Inc. (MMR). We are a publisher of newsletters, a consulting firm to corporations seeking information and a marketing firm for multicultural ad agencies seeking visibility and connections. MMR publishes Multicultural Marketing News (MMRNews), an emailed newsletter; The Source Book of Multicultural Experts online and maintains a Speakers Showcase for conferences, ERG events, and corporate meetings. Other services include recruitment consulting, job postings, business introductions and distribution of RFPs. Lisa Skriloff, a consultant and writer on diversity, marketing and travel is President of Multicultural Marketing Resources, Inc. and founded the company in 1994. She is editor of the above mentioned publications as well as Multicultural Travel News. Contact her at lisa@multicultural.com or 212-242-3351.

MULTICULTURAL MARKETING NEWS

Multicultural Marketing News (MMN) is an emailed newsletter, and archived here, with news briefs and mini essays. It also serves to introduce marketing executives to multicultural experts for potential business alliances and journalists with diverse sources. Submit Your News. Subscribe | Learn More

Tari Hartman Squire, Founding CEO, EIN SOF Communications, Inc.

Tari Hartman Squire is Founding CEO of EIN SOF Communications, Inc. a leading woman-owned small business strategic marketing, accessible events and employment consultation firm specializing in disability-inclusive diversity and public policy. EIN SOF launched disability strategic niche marketing with its Award-winning My Left Foot campaign, advised the AP Stylebook on disability-savvy language, and is a GSA Federal Contractor specializing in Market Research & Analysis. Squire established Media Access Office (liaison between entertainment industry and disability community), and spearheaded SAG Committee of Performers with Disabilities. Clients include AOL, AT&T, Bank of America, Macy's, Mattel, Microsoft, Nickelodeon, Toys "R" Us, UCLA Anderson School of Management, Universal Home Entertainment, national disability organizations, U.S. Departments of Labor and Veterans Affairs. Its"Disability Market Research Initiative was featured in Fortune Small Business and Adweek. Squire serves on a variety of diversity committees, including the Academy of Television Arts & Sciences. EIN SOF means business 257. **Contact Tari at Tari@EINSOFcommunications.com or visit www.einsofcommunications.com.** Read more >>

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Vicky Wong, President and CEO, DAE

Vicky Wong is President and CEO of DAE, a full service advertising firm that helps clients build brand equity and success in the Asian American market. With over 20 years of experience in marketing and advertising, Vicky has been recognized as an expert in providing strategic advice to marketers and companies whose objectives include the Asian American market. In addition to being a pioneer and a leader in her profession, Ms. Wong also cares deeply about issues impacting the Asian American community. She is currently a director on the board of Pacific Asian American Bay Area Coalition (PAAVBAC) as well as marketing advisor for Asian Pacific Islander and Asia Society. Under her stewardship, DAE has played a pivotal role in promoting public awareness of important causes, including hepatitis B, cancer, diabetes and the annual celebration of Asian Pacific American Heritage Month. **For more information email vwong@dae.com or visit www.dae.com.** Read more >>

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Esther Novak Founder & CEO, VanguardComm

Esther Novak founded VanguardComm in 1995. VanguardComm is a single source for addressing multi-cultural audiences. It has extensive experience helping corporate and nonprofit organizations assess the opportunity in the multicultural markets, develop efficient and effective market entry strategies and implement through a variety of effective channels - one segment at a time or across all segments. Novak's experience includes marketing communications, corporate public relations, events/sponsorships, government, philanthropy, cause marketing and the arts. Esther has successfully pioneered and developed leading edge programs. She is regularly called on to lead industry forums and publish trend stories. Esther serves on the Board of Directors of AHAA, the Voice of Hispanic Marketing and Grounds for Sculpture. She has received numerous awards for her industry leadership. Peruvian born and bilingual, Esther graduated from Barnard College, pursued graduate studies at Columbia University and holds professional certificates in management and marketing from Columbia, Harvard and Duke. **For more information contact enovak@vanguardcomm.com or visit www.vanguardcomm.com.** Read more >>

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NYU Offers Multicultural Marketing Course, April 27-28

New York University's (NYU) School of Continuing and Professional Studies will offer the multicultural marketing course, "Ethnic Marketing: How to Target the Multicultural Consumer," in an intensive two-day format on Friday, **April 27th and Saturday, April 28th, from 9:00am - 5:00pm** on both days. The class instructor is Lisa Skriloff, Adjunct Faculty member at NYU since 2001 and President of Multicultural Marketing Resources, Inc. (MMR), a public relations agency, marketing firm, publishing company and consulting firm located in NYC. Read more >>

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The Africa Channel Celebrates African Diaspora Month 2012

With African Diaspora Month (formerly Black History Month) in full swing, scores of multicultural marketers are recognizing the 50 million people of African origin living in America and their estimated purchasing power of over $1.2 trillion. Wait. Didn't you get the memo? Fact is, immigrant populations from Africa and the Caribbean coupled with U.S.-born African Americans, make up the African Diaspora and while often viewed as distinct and unrelated target markets, they have much in common - music, food, culture, values and most importantly, heritage. At The Africa Channel, we see the appeal of our African soap operas, like Jacob's Cross; our popularity in the Caribbean; and the record numbers of people who are tracing their ancestral roots back to Africa through DNA testing, as the signs that an African Diaspora movement is alive and well. Last year, the United Nations declared 2011 the International Year for People of African Descent and made official this movement that has been building for decades. To date, no corporate champion for this movement has emerged. African Diaspora Month anyone? **Mark Walton (mwalton@theafricachannel.com; 212-099-5017) is Executive Vice President for Sponsorship and Corporate Development at The Africa Channel. Visit www.theafricachannel.com.** Read more >>

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SMSi-Urban Call Marketing

Black History Month is a well-known marketing platform and educational tool. Barnes & Noble book store is hosting storytime events, promotions and celebrity appearances and highlighting the work of African-American artist April Harrison on tote bags, journals, posters and signs in its stores, and on its web site (www.bn.com/black-history-month). Kareem Abdul-Jabbar's "What Color Is My World? The Lost History of African-American Inventions" is one of books featured by the black author who is the all time leading scorer for the National Basketball Association. Tavis Smiley, veteran radio and TV commenter, continues his Black History Special: Memories of the Movement which profiles Civil Rights leaders. Podcasts of interviews are available at www.tavissmileyradio.com/about.html. Smiley is one of 70 prominent African-Americans featured on Gale's Black History Month e-research and educational publishing site www.gale.cengage.com/free_resources/bhm/bio. The U.S. Postal Service Black Heritage Series honors John H. Johnson, founder of the Ebony and Jet magazine. His is the 35th stamp in a series begun in 1978. Visit beyondthepeel.com/2012-preview. Michael Cunningham's book, "Crowns," in multiple reprints, continues to showcase black culture and women in church hats. Visit www.mcphotog.com. Black history is "Oh-Site, On-Air, On-Line, On-Shelf, and On Point." **To learn more about SMSi and how we can help your company, contact Lafayette Jones, CEO, SMSi-Urban Call Marketing, Inc.at president@smsi-net.com or visit www.smsiurbancallmarketing.com.** Read more >>

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Mundial Sports Network Ranks #1 on comScore

Widely known for publishing its award winning print editions of Futbol Mundial and Béisbol Mundial magazine, the Mundial Group Inc. is reaching new heights with growing digital, online and mobile platforms in the Hispanic sports marketplace. Today, the series of successes continues as The Mundial Sports Network - the largest digital sports network in the U.S Hispanic market - delivers an audience larger than ESPN Deportes and Fox Deportes combined, debuting on comScore as the #1 property reaching Latino sports fans online. **Contact Bill Jenkins, bill@mundialgroup.net or Michael Vinales, michael@mundialgroup.net to find out how you can get involved! Felix Sención, Founder and CEO, The Mundial Group Inc., 212-213-1400, felix@mundialgroup.net.** Read more >>

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Ebony Marketing, Your "Go To" Company for All Your Ethnic and Multicultural Market Research Needs

Ebony Marketing, has been specializing in ethnic and multicultural marketing research and consulting for over 30 years. Ebony Marketing is and has been the "go to" company for solving and executing market research in any language, from Mandarin to Farsi, and in any location from Harlem to Beverly Hills. Our highly trained staff of interviewers, moderators, project directors and analysts are all trained multiculturalists and is second to none. Ebony Marketing has the reach, the range and the rapport to execute both qualitative and quantitative projects and put you in touch with your market. Moving from paper and pencil to online and mobile devices has been a natural progression for the company which provides our clients with cutting edge solutions to difficult marketing problems. In addition to working on many government projects, Ebony Marketing has served private sector clients such as; Met Life, McDonalds, Health First, Lopez Negrete, Wal Mart and Verizon. Our newest development is the creation of our dedicated ethnic online panels; The African American Panel, The Hispanic Panel, The Asian Panel, The Islamic/Muslim Panel and our Faith Based Panel. Clients can now delve deeply into these major cultures quickly and in a cost efficient manner. So, the next time you need to do the impossible, call Ebony Marketing where we'll make the impossible possible. **For more information call 718-320-3228, or email info@ebonymktg.com or visit www.ebonymktg.com.** Read more >>

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Amérédia: Diversity Wins

Amérédia stepped into the New Year on a positive note, winning a Top Business in America recognition from Diversity Business, its second consecutive recognition. The agency received four awards for its diversity leadership in the organization's 12th annual business survey. Setting the stage for more awards to come, this recognition is representative of the diverse culture fostered by Amérédia and its consistent growth over the years. The agency hosts the brightest minds carrying a passion for diversity and multiculturalism and manages the most multicultural intensive campaigns. In February, campaigns around Asian Lunar New Year, Brazilian Carnival and Black History Month are examples of the major role that multicultural marketing, and Amérédia, are playing in America's everyday life. Our association with key industry organizations is a sign of the agency's emphasis on diversity focused growth. Read our views on the future of multicultural marketing in our Outlook for Multicultural Marketing in 2012 and Beyond. Join our world by connecting with us on Twitter, Facebook and LinkedIn. Subscribe to our newsletter rèd, the nation's most comprehensive multicultural e-newsletter. Hear from our thought leaders on our popular blog amérédian. Read more >>

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Creative Consumer Research

Whether it's developing new products and services, refining existing ones, or building new marketing and advertising campaigns, senior decision makers across the United States routinely rely upon CCR for insights into their unique markets. Houston's multicultural demographic offers researchers the opportunity to contact an array of cultures and ethnic groups including African Americans, native and foreign-born. CCR can complete surveys in several African dialects reflecting Africa's rich diversity. In addition, CCR's focus on the African American population has provided sensitive and insightful information on a variety of health issues, economic opportunities, shopping behavior, and verbal and non-verbal communication. CCR offices in Houston and Phoenix offer complete field services throughout Texas and Arizona. CCR has large conference-style focus group rooms with one-way mirrors and large client viewing rooms. Taste tests, telephone interviewing, executive surveys, mall intercepts, door-to-door interviewing, mystery shops, store audits, and computer capabilities are available. Bilingual interviewing, moderators, and translators are also available. CCR also offers project management for multicity projects. Our extensive experiences includes a wide range of industries: Health Care, Financial Services, Retail, Food & Beverage, Entertainment, Communications, and Travel, etc. CCR completes over 1,500 research projects annually, mainly for other market research companies. Whether you need door-to-door, executive interviewers, focus groups (large or small), multi-language capabilities, etc., your market research needs are served by our staff of more than 60 full-time market research professionals and over 400 interviewers. **For more information contact Patricia Pratt, President, 281-240-9646 or ppratt@corsurveys.com. Visit www.corsurveys.com.** Read more >>

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